

May 30, 2006

Mr. James McReynolds
York County Administrator
224 Ballard Street
Yorktown, VA 23690

RE: Revised Application No. UP-700-06 for Special Use Sign Permit
The Marquis, Williamsburg, VA

Dear Mr. McReynolds:

Please find enclosed a revised Application No. UP-700-06 for Special Use Sign Permit related to The Marquis retail development.

This package has been modified from the application reviewed at the April 12th Planning Commission meeting and is a reduced version of our original request for both Anchor Tenant Building Signage and Pylon Signage.

Specifically, this application is requesting building signage for Target – the same as presented to the Plan Commission members, and building signage for JC Penney – modified to request three (3) wall signs only; a decrease from our original request of four (4) wall signs.

Approval of our proposed Pylon Sign height and area has also been reduced from approximately 40' in height and 224 square feet in area to 11' in height and 152 square feet in area.

Mac, it is my hope that staff will find this modified application to have seriously considered comments received in the April 12th Planning Commission meeting and can recommend approval for consideration by the Board of Supervisors in their upcoming June 27th meeting.

Thanks very kindly.

Sincerely,

PREMIER PROPERTIES USA, INC.



Jeffrey L. Kanable
Development Manager

JLK/ljs

ENC

P R E M I E R
P R O P E R T I E S

Narrative to Special Use Signage Permit

The following information is in support of two (2) special use permit requests as outlined in our 5/04/06 application.

Special Use Permit for Target Building Wall Signage Area

Existing Ordinance:

Article VII, Section 24.1-702(b) allows...

The maximum allowable accumulative area permitted on any parcel shall be calculated with respect to the principle street frontages of the parcel to which the parcel has direct access...the maximum allowable accumulative area shall be based on the width of the face of the principal building parallel or nearly so to the street frontage...all permanent signs shall be counted in the calculation of maximum accumulative sign area...the aggregate wall sign area for a building be allowed to exceed 200 square feet.

PPUSA respectfully requests your authorization for a special use permit regarding an increase in the allowable wall signage for Target given the following:

- **Targets primary entrance and views from 199 are on different elevations-** Targets location on the site has the primary view of their building from 199 as the back of their building. They are taking great strides to keep the back façade as architecturally aesthetic as the other facades and signage is one piece of that. The park fields and entrance points for Target are on other Facades leading us to request a special use permit for wall signage on multiple facades leading to an increase in area.

Premier Properties USA, Inc. (PPUSA) proposes the Target wall signage to be approximately 516 sq. ft. Conceptual elevations for the proposed Target signage are enclosed and labeled:

❖ Target Signage (Pages 2 and 3)

Special Use Permit for JC Penney Building Wall Signage Area

Existing Ordinance:

Article VII, Section 24.1-702(b) allows...

The maximum allowable accumulative area permitted on any parcel shall be calculated with respect to the principle street frontages of the parcel to which the parcel has direct access...the maximum allowable accumulative area shall be based on the width of the face of the principal building parallel or nearly so to the street frontage...all permanent signs shall be counted in the

calculation of maximum accumulative sign area...the aggregate wall sign area for a building be allowed to exceed 200 square feet.

PPUSA respectfully requests your authorization for a special use permit regarding an increase in the allowable wall signage for JC Penney given the following:

- **JC Penney's building has exposure to all 4 building facades-** JC Penney is taking great strides to keep all façades architecturally aesthetic with signage being one piece of that. They also have multiple entrance points leading us to request a special use permit for wall signage on multiple facades leading to an increase in area.

The JC Penney wall signage purposes 1 sign to be approximately thirty-four feet, eleven inches (34'11") long and six feet (6') tall and 2 signs to be approximately twenty nine feet, 1 inch (29'-1") long and five feet (5') tall for a total sign area of five hundred and one point two square feet (501.2 sq. ft.). Elevations and sign dimensions for the proposed JC Penney signage are enclosed and labeled:

❖ Elevations for JC Penney Signage (Page 4)

We appreciate your attention in reviewing these requests.

P R E M I E R
P R O P E R T I E S